

WHAT IS CLAIMED IS:

1 1. A system for issuing receipts and advertising including an
2 apparatus for printing receipts and the like, the system
3 comprising:

4 a consumable item including an ad information retaining
5 section for retaining ad information;

6 a consumable item loading section for loading the consumable
7 item to the printing apparatus;

8 an ad information reading section for reading the ad
9 information retained in the ad information retaining section; and
10 an ad information output section for outputting the read ad
11 information.

12 2. The system for issuing receipts and advertising according
13 to claim 1, wherein the consumable item is one of an ink cartridge
14 and a rolled paper.

15 3. The system for issuing receipts and advertising according
16 to claim 1, wherein the ad information retaining section retains
17 information about a period of advertisement in which the ad
18 information output section can output the ad information.

19 4. The system for issuing receipts and advertising according
20 to claim 3, further comprising an amount-of-consumption
21 measurement section for measuring a consumption amount of the

4 consumable item loaded onto the consumable item loading section,

5 and

6 wherein the ad information output section is operable to stop
7 outputting an advertisement when the consumption amount of the
8 consumable item has reached a predetermined consumption amount
9 read by the ad information reading section.

1 5. The system for issuing receipts and advertising according

2 to claim 3, further comprising a time-of-use measurement section
3 for measuring a period of time during which the consumable item
4 loaded onto the consumable item loading section has been used, and

5 wherein the ad information output section is operable to stop
6 outputting an advertisement when the period of time during which
7 the consumable item has been consumed has reached a predetermined
8 period of consumption time read by the ad information reading
9 section.

1 6. The system for issuing receipts and advertising according

2 to claim 1, wherein the ad information retaining section includes

3 a memory chip, and the ad reading section includes a memory reader

4 for reading the ad information from the memory chip.

1 7. The system for issuing receipts and advertising according

2 to claim 6, wherein the memory reader includes a read terminal for

3 connecting a terminal of the memory chip when the consumable item

4 is loaded to the consumable item loading section.

1 8. The system for issuing receipts and advertising according
2 to claim 6, wherein the memory chip includes an ad history
3 information storage area for storing ad history information about
4 an amount of advertisement output by the ad information output
5 section,

6 the system further comprising: a write section for writing
7 into the history information storage area the ad history
8 information.

1 9. The system for issuing receipts and advertising according
2 to claim 6, further comprising an end sensor for detecting
3 depletion of the consumable item loaded to the consumable item
4 loading section, and an ad information erasure section operable
5 to erase information stored in the memory chip.

1 10. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information retaining section
3 corresponds to one of a linear bar code symbol and a two-dimensional
4 symbol, and the ad information reading section includes a symbol
5 reader for reading the symbol.

1 11. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes a

3 print section for printing ad information on receipts and the like
4 issued from the apparatus.

1 12. The system for issuing receipts and advertising according
2 to claim 11, wherein the consumable item is a rolled paper, and
3 the print section prints the ad information in a leading area of
4 the next receipt in a recording paper unreeled from the rolled
5 paper.

1 13. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes
3 a display section for displaying the ad information on a screen
4 as image information.

1 14. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information output section includes
3 a sound output section for outputting the ad information as sound.

1 15. The system for issuing receipts and advertising according
2 to claim 1, wherein the ad information reading section includes
3 an ad information storage section for storing the ad information
4 read from the consumable item, and the ad information output
5 section is operable to output ad information stored in the ad
6 information storage section.

1 16. The system for issuing receipts and advertising according
2 to claim 15, further comprising an end sensor for detecting
3 depletion of the consumable item loaded onto the consumable item
4 loading section, and an ad information erasure section operable
5 to erase the ad information from the ad information storage section
6 when the end sensor has detected depletion of the consumable item.

1 17. A receipt issuing apparatus for issuing receipts and
2 advertising including:

3 a consumable item loading section for loading a consumable
4 item including an ad information retaining section for retaining
5 ad information;

6 an ad information reading section for reading the ad
7 information retained in the ad information retaining section; and

8 an ad information output section for outputting the read
9 ad information.

1 18. A method of issuing receipts and advertising comprising the
2 steps of:

3 storing information in a consumable item;

4 reading the information from the consumable item when the
5 consumable item is placed in a consumable item loading section of
6 an information apparatus; and

7 outputting the read information from an information output
8 section.

1 19. A method of issuing receipts and advertising, comprising the
2 steps of:

3 retaining ad information in an ink cartridge;

4 reading the ad information from the ink cartridge by using

5 an apparatus which issues receipts and the like and uses the ink
6 cartridge as an ink supply source to print the ad information;

7 and

8 printing the read ad information on a receipt and the like

9 issued from the apparatus.

1 20. The method of issuing receipts and advertising according to
2 claim 19, further comprising the steps of:

3 displaying the read ad information in the form of an
4 advertisement on a display section.

1 21. A method of issuing receipts and advertising, comprising the
2 steps of:

3 retaining ad information on a rolled paper;

4 reading the ad information from the rolled paper using an

5 apparatus which issues receipts and the like and uses the rolled
6 paper as a recording medium supply source to print the information;

7 and

8 printing the read information on recording paper unreeled

9 from the rolled paper, thereby recording the information on a
10 receipt to be issued.

1 22. The method of issuing receipts and advertising according to
2 claim 21, further comprising the steps of:

3 displaying the read information in the form of an
4 advertisement on a display section.

1 23. A consumable item having ad information retained therein to
2 be used for the system for issuing receipts and advertising
3 according to claim 1.

24. A rolled paper to be used in a printer, the rolled paper
provided with an ad information retaining section which retains
coded ad information.

1 25. The rolled paper according to claim 24, wherein the coded
2 ad information is readable by a reader for decoding the coded ad
3 information.

1 26. The rolled paper according to claim 25, wherein the ad
2 information retaining section corresponds to a two-dimensional
3 symbol.

1 27. An ink cartridge storing ink to be used for an ink-jet printer,
2 the ink cartridge provided with an ad information retaining section
3 which retains coded ad information.

1 28. The ink cartridge according to claim 27, wherein the corded
2 ad information is readable by a reader for decoding the coded ad
3 information.

1 29. The ink cartridge according to claim 28, wherein the ad
2 information retaining section corresponds to one of a two-
3 dimensional symbol and a memory chip.